

Exploring the Effective Ways to Improve the Cross-border E-commerce Education Platforms

Zhe Wang^{1,a,*}

¹*Colorado Heights University, Denver, CO 80236, USA*

a. jiaxuan@usf.edu

**corresponding author*

Abstract: People's buying habits have changed significantly as a result of the rapid advancement of technology. Instead of shopping in actual stores, individuals now shop online at any time and from anywhere. As a result, online buying and e-commerce emerged as new and steadily expanding businesses. The rise of the e-commerce industry has made e-commerce education an essential and important educational segment. In order to help more people to engage in the e-commerce industry, it is necessary to continuously improve the practicality of the e-commerce education platform. This research takes the E-Hai e-commerce education platform into consideration, proposing that is in needs to improve the usefulness of the platform In this paper, the analysis of the feedback and evaluation of E-Hai e-commerce education platform users, problems are put forward, and some suggestions for modification and improvement measures are proposed. By analyzing the problems and exploring the solutions, the practicality of this mobile application can be improved, as well as the level of e-commerce education to help more users use this platform then create and engage in the e-commerce industry better.

Keywords: cross-border e-commerce, mobile application users, e-commerce education, negotiation knowledge, logistics solutions

1. Introduction

With the rapid development of technology, people's shopping form has changed a lot, from shopping in physical stores to online shopping anywhere, anytime, people's lives have become more and more dependent on online shopping platforms. Therefore, a new and gradually growing industry, online shopping e-commerce appeared in the sight of everyone. Providing education services on how to engage in e-commerce to more people who want to engage in this industry has become a relatively popular issue recently. E-commerce education platform also appeared in the mobile application mall, the development of an e-commerce platform and successfully put into use, can help the entire Internet to build a more complete e-commerce network, people engaged in all walks of life can be smoothly through this platform into the e-commerce ecosystem, can greatly facilitate the life of everyone. Therefore, the birth and use of an e-commerce platform or even a cross-border e-commerce platform can effectively improve the quality of life of people nowadays and also promote the development of the economy. Now, there are already many e-commerce education platforms in use, but it is obvious that most e-commerce education platforms have some user problems. By analyzing and solving these problems through surveys and studies of user feedback as well as data and cases of cross-border e-

commerce platforms, it is promising to help improve e-commerce education platforms and thus better realize the original purpose of e-commerce education platforms. The specific research objective of this study is E-Hai e-commerce education platform. The first is about the original intention of the e-commerce education platform, because in recent years e-commerce, especially the cross-border e-commerce industry is increasingly prosperous, so the companies are in the current choice to engage in the e-commerce industry and education for the e-commerce industry is mainly focused on traditional offline educational institutions, Invest in building a new mechanism for the integration and development of online and offline marketing channels of cross-border e-commerce based on big data and promote the faster and orderly development of cross-border e-commerce industry in central and western Zhejiang and even the surrounding areas in the era of digital economy [1]. It is clear is that e-commerce is now able to drive rapid economic development. So combined with most people's learning habits and the convenience of life to learn a variety of ways, it can be seen that e-commerce education also needs an online mature mobile application platform software to help more people learn and engage in the e-commerce industry. This education platform also has a certain focus on education and training in cooperation with logistics companies. It is very important to establish a multi-level sustainable closed-loop supply chain framework as well as a circular economy in B2C e-commerce platforms [2].

2. Feedback on the Application of the E-commerce Education Platform Store Building Board

2.1. Investigation of the Unfolding Teaching Content

In recent years, both academia and industry have taken a keen interest in Internet of Things (IoT) based smart cities. Smart cities can provide various smart applications such as smart transportation, Industry 4.0, smart banking, etc. to improve the quality of life of citizens [3]. Cross-border e-commerce is also very active as part of this IoT-based, so the creation of educational software for cross-border e-commerce will help more people understand and engage in this industry. This paper will analyze a specific cross-border e-commerce education platform E-Hai in detail according to the three research questions proposed earlier. E-Hai e-commerce education platform contains many cross-border e-commerce platforms inside. From the detailed steps to open an online store, the videos are very rich and detailed, from a professional point of view is very suitable for newcomers to learn how to set up their own online stores in various cross-border e-commerce platforms. It is easy to see that there are not only detailed ppt and word documents to show some specific operation interface and operation steps, but also a lot of videos to do the graphic and text. Environmentally conscious consumers are increasingly turning to second-hand clothing, prompting clothing companies to reposition their brands in terms of sustainability [4]. Many people are finding opportunities in this. If a merchant wants to sell used clothing through a cross-border e-commerce platform, this educational platform can use that instructional content to help. By communicating with the users in the basic steps to build a store is very easy to master, but there is no shortage of problems. Specifically, when users follow the corresponding operation steps to build their own cross-border e-commerce network store, there will inevitably be some problems that are not mentioned on the education platform, which will bring inconvenience to the users at this time. For example, the users suggested that in the process of building their own online stores, there are problems with the network environment and sometimes it is difficult to log in to their online stores. This time it is also difficult for the user to find the appropriate professional to assist him in solving the problem. This makes it difficult for users to continue to follow the instructional steps to build their own online stores. It also affects the user's use and the next step of learning and thus affects the user experience, which will also affect the promotion and use of the software itself in the user's feedback. To address this problem, if the corresponding

user and education platform can be configured to a professional teacher information interaction platform, should be able to improve this problem properly. Specifically, when users use the education platform software, they can contact professional teachers through chat, information exchange, or email when they encounter some problems that are not covered by the platform videos and documents, so as to help users quickly solve the problems they encounter. It is easy to see that this education platform software itself lacks a user-to-user and user-to-teacher information interaction platform, like most chat software nowadays, information exchange can improve a lot of work efficiency and can also help the education platform to provide better quality education services.

2.2. Providing a Platform for Information Interaction

Of course, in the software development itself, the relevant R&D department should have considered adding some information interaction functions to the software, but for various reasons, this function was not implemented. If the production cost of the software itself is considered, it is quite possible that a chat message board requires a lot more work and maintenance. More and more businesses and consumers are talking about, investing in and engaging with social commerce, a form of business mediated by social media [5]. Therefore building a social segment in an education platform is also going to enhance its own business value. In the process of daily user use, there may be more data and information that needs to be processed, so a more appropriate approach would be to have an interactive message board similar to a posting blog, where users can post their problems, while other customers on the platform or the platform's professional consultants can answer the questions raised by the users. This not only facilitates the users' application, but also suggests to the education platform a lot of educational content that can be added and modified from the side. After the user's question is answered, the next time the same problem occurs the user can quickly solve the same problem by browsing the information posted by the previous user's question, while for the education platform, reference to some hot issues, specifically by referring to the reading of some issues to further improve the relevant educational content inside the education platform, thus achieving the virtuous cycle as expected. Two moderators of e-commerce platforms to enhance economic performance: innovation capability positively moderates the relationship between value co-creation and channel economic performance; market turbulence positively moderates the relationship between value co-creation and channel relationship performance [6]. Therefore, continuous innovation to enhance the usefulness of its own cross-border e-commerce education platform can help bring more economic value.

3. The Educational Effect of Acquiring Brand Distribution Rights

3.1. Instructional Video

The second one is the discussion of the similarities related to the acquisition of distribution rights provided in the content of the educational platform. The content of the educational platform is very comprehensive, showing users how to use negotiation skills to obtain the brand distribution rights of products sold in online stores from multiple perspectives, channels and negotiation skills. The analysis of the video content of the educational platform, which mentions a case study of a pet toy, illustrates this issue very specifically. For pet supplies and toys that want to sell on Amazon.com, the textbook specifies how to contact the manufacturers of the products want to sell. Each negotiation provides the user with a detailed introduction and detailed analysis of each negotiation, either by increasing the volume of the purchase or by reaching a single volume of stable goods demanded over a long period of time. From a negotiation point of view, it is very important to analyze the needs of both sides of the negotiation, and it is crucial that both sides compromise and reach a consensus on these needs. From this case, it is easy to see that the negotiation cases provided by the education platform itself are very objective and effective. The feedback from many of the users is positive and

favorable, which shows that the pedagogical analysis of this case is very appropriate. At the same time, according to the statistics, most of these users are small commodity retail sellers of daily necessities and household goods, all of whom sell these types of products on the cross-border e-commerce platform. However, imagine, since the education platform itself provides a full range of cross-border e-commerce education in many industries, these few single cases are not sufficient to provide more accurate help to cross-border e-commerce users engaged in other industries.

3.2. Richer Case Studies

Although the main core issues and skills of negotiation are shown in the educational content of the platform, it is easy to see that some of the educational cases that are recognized are evaluations made by users in related or similar industries. Starting from the negotiation skills themselves, they should be helpful to a certain extent for all users in general, but the educational content and examples of the platform are not enough in order for the platform to better provide educational help to every user of the applicable platform. Therefore, there will be some cross-border e-commerce users engaged in other categories who are not able to get more negotiation experience and skills from it, thus leading to, the use of the educational platform becoming less effective. If a cross-border e-commerce user engaged in auto parts sales wants to get some negotiation-related skills from it, it is difficult to get nutritious negotiation technical knowledge. Specifically, auto-related parts are usually very large and have a high single selling price, so how to obtain the distribution rights of a parts manufacturer, if negotiated according to the previous example of pet toys, would require the user to provide a large and sufficient amount of capital, and the corresponding increase in risk. Online retailers cannot operate properly without financial assurance [7]. Therefore, the issue of logistics funding will be one of their key concerns. In this case, the negotiation terms and practices are not desirable. However, this problem is not difficult to solve in terms of the materials and teaching methods prepared by the platform in advance. The platform should summarize and display more comprehensive negotiation cases for multiple categories of each industry of cross-border e-commerce to help users better learn the notes of negotiation and other knowledge. Specific is to speak of all e-commerce industry categories for a summary and then add more negotiation cases to improve the coverage area of the display teaching content. For example, the auto parts outlets retail, the platform can look for some large selling objects of the real negotiation case, such as furniture, which can be representative and also more realistic and effective to help users consider the specific issues in the negotiation. According to the feedback collected from the platform users, many users engaged in other categories (different from small goods and daily necessities) would like the platform to make some adjustments to the instructional videos according to their needs, so the platform can appropriately supplement more real negotiation cases to help all users gain effective negotiation knowledge to obtain distribution rights. According to an old Chinese saying, teach according to the material, each user is able to operate a different cross-border e-commerce situation, so improving the richness of the teaching content of its own platform can help more people who use it.

4. Feedback on the Content of Teaching Materials for Negotiating with Logistics Companies

4.1. Negotiation Skills Help to Get Better Logistics Solutions

Regarding the application of knowledge learned from the platform, the general evaluation of users is very high, although the software version still belongs to the test trial operation stage according to the user trial feedback is very optimistic. In line with the current situation, the European market is deeply integrated into the global market through digitization, modern means of transport and communication. With more than 500 million consumers with high purchasing power and seeking high-quality goods,

combined with highly leveraged physical and digital connections, the EU has a huge potential to develop a competitive e-commerce business [8]. Many sellers are considering exporting to the European region for cross-border e-commerce trade, and this aspect of logistics in the shipping process can be considered a top priority. Do cross-border e-commerce a basic part of the operation that is logistics, and how to use the knowledge learned from the platform to ensure that the issue of operating costs will certainly be a matter of great concern. In the use of the platform users and logistics companies to communicate and cooperate when there will be essential to negotiate with these logistics companies, for this problem whether the platform help them successfully solve the problem? According to the detailed evaluation and feedback collected, the majority of users encountered the same problem, that is, the logistics services they need are different at different stages of their development and engagement in the cross-border e-commerce industry. Specifically, in the early stage of operating a cross-border e-commerce store, due to the large number of product categories tested and the inconsistent volume and weight of goods, the logistics orders were very unstable at the beginning and required a very fast logistics route, which made it difficult for many users to negotiate with logistics companies to reduce logistics costs. However, the E-Hai e-commerce platform for logistics negotiation cooperation is based on cross-border e-commerce companies to build a form of negotiation after the formation of many users feel that this part of the negotiation knowledge does not play a practical role. This logistics negotiation education of E-Hai still needs to be improved in order to further meet the needs of the users. If the logistics negotiation-related courses provided are not practical enough, it will definitely affect the user's experience. Many users use the education platform in order to learn some experience and skills about reducing logistics costs, so it will bring some losses to the users and the software platform if they do not continue to improve this section.

4.2. Providing Good Reference Is More Helpful in Negotiations

For this problem, there is no solution for the platform; in fact, as long as the platform and then the next version of the update properly add some cases on the different zones of logistics negotiations funding, users in the early stages of engaging in cross-border e-commerce industry can effectively overcome difficulties. Entrepreneurs can create new industries and markets that will serve as engines to stimulate future growth [9]. Therefore pretesting products are especially important for them to explore and pioneer new industries. Specifically, according to the stage of pre-testing products to consider, there is a wide range of products and different volumes and weights. The corresponding table can be made to provide users with a reference price list or price curve, which on the one hand can facilitate users to intuitively find the price range they should negotiate and can also help users in the cross-border e-commerce industry at other stages to refer to. A benchmark for negotiation is to confirm your own fluctuation range, and control within this logistics cost range to better maximize the benefits. For example, if the pre-testing products need to quickly reach foreign warehouses, and be sent to the hands of buyers, then the air logistics are in need, and air logistics are calculated in accordance with the volume of goods, so in the unit volume to ensure that the load as much goods will save a lot of logistics costs for e-commerce merchants. And according to these different user needs to specify the corresponding price range table can help users to prepare for adequate negotiations, so as to protect their negotiations with logistics companies. (Information collection and preparation are very important for negotiation). At the same time, the platform can provide teaching materials to help users to use the correct selection and domination of logistics services in different situations. In this way, on the one hand, it helps the users of the platform to prepare sufficient information before negotiating with logistics companies to help them reach good cooperation with them, as an example, good collaboration can help save unnecessary costs and expenses. Reduce unnecessary operating costs, thus improving the core competitiveness of B2C companies and laying the foundation for the implementation of corporate strategies [10]. On the other hand, the platform

also improves the information related to the logistics negotiation section, so as to better meet the needs of the majority of users. To sum up, enriching the document content and teaching a video of the logistics negotiation section to provide a reasonable price reference range can help the platform to solve this problem.

5. Conclusion

Combining the three studied aspects and issues, a complete and user-friendly e-commerce education platform does need further improvement in many parts. These include the richness of the educational content and the interactive information boards provided to the learners. In having a relatively convenient interactive board, students can learn the platform's teaching content more effectively, conveniently and quickly to solve some of the problems that arise in the learning process. For recurring issues, the goal is to expand the teaching content by filling gaps in knowledge points, resulting in a higher-quality education cycle. It is also important to negotiate and obtain the right to distribute the richness of real and effective cases. A specific number of real situations are provided by e-commerce education platforms to users as learning examples however, the representativeness of the case and the coverage area still need to be deliberate. In providing a richer case background, it is suggested to improve the coverage of the sample cases, which can help to cover a wider range of users, engage in a variety of categories of sales of users and further improve the practicality of e-commerce education platform. Finally, it provides rich information reference for negotiation to obtain logistics solutions. The crucial point of negotiation is the preparation of information before and after negotiation, and the prior access to the knowledge background required for negotiation can help users obtain the best logistics solutions in the negotiation with logistics companies. And these are the E-Hai e-commerce education platform's first priority for further improvement. Using the analysis of these problems to improve, E-Hai will further enhance the user experience, improve the practical degree of the application platform itself, and will also provide practical and useful education services for the majority of users. It is believed that the E-Hai platform will get more feedback after it is fully shelved on Android, Apple and other major cell phone platform application malls. After continuous debugging, this platform can get good user evaluation and feedback at the early stage of use, as well as quickly accumulate a certain number of users in the current Internet information era, E-Hai will continue to improve the user experiences through the current Internet information era, and have its own place in the field of e-commerce education by continuously improving the problems that arise from users.

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